/92 (05-03)

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Re.: Docket No.: 860.1003

Applicant(s): Akio IIJIMA Serial No.: 10/699,498

Invention: SYSTEM AND METHOD FOR DELIVERING AND MANAGING ADVERTISEMENTS

Filing Date: October 31, 2003

Enclosed are:

- Information Disclosure Statement (1 page);

- Form PTO-1449 (1 page); and

- Cited references.

This collection of information is required by 37 CFR 1.8. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.8 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450.DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re: Application of:

Akio IIJIMA

Serial No.:

10/699,498

Filed:

October 31, 2003

For:

SYSTEM FOR METHOD FOR DELIVERING AND MANAGING ADVERTISEMENTS

Art Unit:

3623

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 August 16, 2004

INFORMATION DISCLOSURE STATEMENT

SIR:

In accordance with the provisions of 37 C.F.R. §§ 1.97 and 1.98, Applicant hereby makes of record the seven (7) documents listed on the accompanying Form PTO-1449 for consideration by the Examiner in connection with the examination of the above-identified patent application. Copies of the references cited are enclosed herewith.

This Information Disclosure Statement is being filed before the mailing of a first Office action on the merits. Therefore, according to 37 C.F.R. §1.97(b)(3), no fee is believed to be due. However, if it is determined that any fee is due, authorization is hereby granted to charge such fee to Deposit Account No. 50-0552.

Respectfully submitted,

DAVIDSON, DAVIDSON & KAPPEL, LLC

Bv:

Morey B. Wildes

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PTO/SB/08a (08-03)

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AUG 1 8 2004

Substitute for form 1449A/PTO			Wis THADENARY	Complete if Known			
				Application Number	10/699,498		
INFO	DRMATION	DIS	CLOSURE	Filing Date	October 31, 2003		
STA	TEMENT B	ΥΑ	PPLICANT	First Named Inventor	Akio IIJIMA		
				Art Unit	3623		
(Use as many sheets as necessary)				Examiner Name	Andre D. Boyce		
Sheet	1	of	1	Attorney Docket Number	860.1003		

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No. ¹	Document Number Number - Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
		US-				
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FOREIGN PATENT DOCUMENTS							
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		Country Code ³ - Number ⁴ - Kind Code ⁵ (<i>if known</i>)	Date MM-DD-YYYY			T⁵	
		JP-09251296-A	9-22-1997	Yamaha Corp		Abstr	
		JP-07212631-A	8-11-1995	NEC Corp		Abstr	
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		JP-09051522-A	2-18-1997	Hitachi Ltd		Abstr	
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Examiner Signature	Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ¹ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁵ Applicant is to place a check mark here if English language Translation is attached.

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